

# KOSMIC

## BRAND CHEAT-SHEET

### COLOURS

#### PANTONE® MATCHING SYSTEM (PMS)

- Deep Purple - PANTONE 2755
- Grey - PANTONE Cool Grey 6
- Bright Purple - PANTONE 526

#### CMYK (Full Colour Printing Press)\*

- Deep Purple - C:90 M:100 Y:0 K:30
- Grey - C:0 M:0 Y:0 K:40
- Bright Purple - C:76 M:99 Y:0 K:0

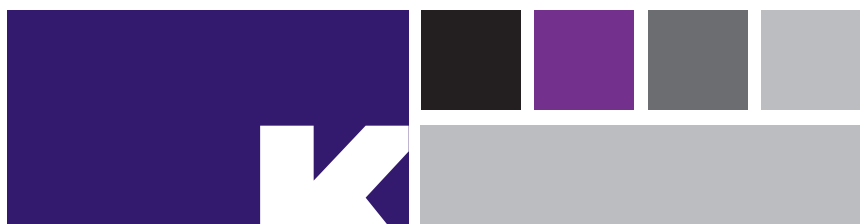
#### RGB (Computer Screen)

- Deep Purple - R:33 G:18 B:97
- Grey - R:167 G:168 B:169
- Bright Purple - R:115 G:48 B:138

#### Web (html code)

- Deep Purple - 211261
- Grey - a8a8aa
- Bright Purple - 73308b

### SUPPORTING COLOURS



The Kosmic Deep Purple is a strong vibrant component of the brand and as such should be used in large solid feature areas where possible.

The Kosmic brand is deeply rooted in our core purples used in combination with white, greys and black. Qualified designers are encouraged to use those base colours as a springboard to experiment with other colours in their visuals, however, if you are inexperienced with design we recommend sticking to the core colours.

\*Different printing companies use different papers/sheets that are slightly different in whiteness and reflectiveness and often different brands/ types of inks. This ALWAYS affects the exact colour produced. For example a mix of 50% Cyan and 50% Magenta printed by company "X" on gloss paper will look quite different when printed by company "Y" on a vinyl banner. If exact colour is critical always allow extra time (and cost) to produce test prints so your print provider can adjust their 'recipe' to suit.

### FONTS

#### HEADINGS - Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ`1234567890-=  
abcdefghijklmnopqrstuvwxyz~!@#%&\*(\*)\_+

#### BODY TEXT - Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ`1234567890-=  
abcdefghijklmnopqrstuvwxyz~!@#%&\*(\*)\_+

#### BODY TEXT - Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ`1234567890-=  
abcdefghijklmnopqrstuvwxyz~!@#%&\*(\*)\_+



The Montserrat font is a freely available Google Font and also available with any paid Adobe Creative Cloud subscription.



#### ALTERNATES

For computers where the Montserrat font is not available (ie: When using Microsoft Word to produce a letter, or for text in email marketing) a suitable substitute is Century Gothic.

### LOGO COLOURING



**Standard Logo:** is achieved with a blend from PMS 526 at the top down to PMS 2755 at the bottom (note that Adobe Illustrator doesn't like blending between PANTONES - try the CMYK equivalents instead)



**Reversed out of dark colours**



**Solid Black**